## WHAT IS CLAIMED IS:

A transmitting method comprising steps of:

multiplexing a signal of a picture including a selectable object, with information relevant to the selectable object in the picture, with a visible symbol to which reference is made when selecting the selectable object, being presented in the picture correspondingly to the selectable object; and

transmitting the multiplexed picture signal;

the relevant information being displayed by selecting the selectable object referring to the symbol.

2. The method as set forth in Claim, wherein the relevant information includes an identification information for unique identification of the selectable object and/or data showing the content of the selectable object.

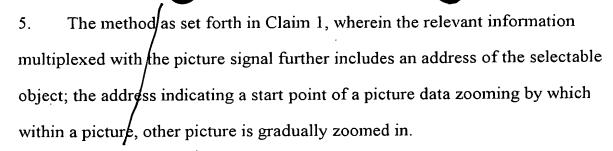
3. The method as set forth in Claim 2, wherein the content is character data showing the content of the selectable object.

4. The method/as set forth in Claim 1, wherein:

more than one or two channels carrying information relevant to the selectable object are used for the signal of the picture including the selectable object; and

the information channels are selected by entering, by select keys of an input means, a symbol of a channel number with which reference is made to the channels.

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- 6. The method as set forth in Claim 5, further comprising a step of:
  interrupting the zooming of the other picture to simultaneously display both the one and other pictures.
  - 7. A receiver for receiving a picture signal multiplexed with information relevant

to a selectable object included in a picture and which have presented in the picture a visible symbol corresponding to the selectable signal, the apparatus comprising:

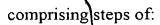
means for displaying the picture of the received a picture signal;
an input means for receiving the symbol corresponding to the selected
object; and

means for controlling the displaying means to display the information relevant to the selected object correspondingly to the symbol received by the input means.

8. A receiving method of receiving a picture signal multiplexed with information

relevant to a selectable object included in a picture and which have presented in the picture a visible symbol corresponding to the selectable signal, the method

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displaying the picture of the received picture signal; and controlling for the displaying means to display the information relevant to the selected object correspondingly to the received symbol.

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